Muhammad Saad

Senior UX/UI Designer

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SUMMARY

Senior Product Designer with 8+ years of experience designing complex, data-intensive products across developer platforms, API-driven systems, Web3 infrastructure, SaaS, AI, OSINT, defense, and network management domains. Specialized in UX, UI, interaction design, and Developer Experience (DX), with a strong ability to translate technical and ambiguous requirements into clear workflows, scalable design systems, and development-ready interfaces. Experienced in end-to-end product design, real-time dashboards, and mission-critical platforms, collaborating closely with cross-functional teams in Agile environments.

EXPERIENCE

Rapidev Pvt. Ltd. | Senior UX/UI Designer   2025 - Current

- Led end-to-end product design for intelligence, defense, and network management platforms, including OSINT tools, lawful interception systems, radio dispatchers, AI chatbots, and anti-drone solutions.

- Designed complex, real-time, and data-intensive interfaces using systems like Ant Design, balancing usability with operational and security constraints.

- Partnered closely with engineering and domain experts to translate highly technical workflows into usable, scalable product experiences.

- Acted as a UX/UI subject-matter expert across teams, contributing to ideation, design reviews, and overall product quality.

APIMatic.io | Senior Product Designer   2020 - 2025

- Led UX/UI design for the Developer Experience Portal, including user research, user flows, wireframes, prototypes, usability testing, and design documentation, improving onboarding completion by **30.38%** and user retention by **73.33%**.

- Designed key products including API Copilot (AI), Analytics Dashboard, API Editor, SDK Widget, Code Validator, and Guided Walkthroughs, ensuring user-centered workflows and accessible interfaces.

- Built a complete Atomic Design System with design tokens, reusable components, accessibility compliance (WCAG), and detailed usage guidelines, improving consistency and development handoff.

- Used Mixpanel and Microsoft Clarity for UX metrics and data-driven decisions, supporting global users across 178+ countries, including clients such as PayPal, Worldpay, Verizon, and PostNL.

Synergy-IT | Senior UX Designer   2018 - 2020

- Improved SpeekIO onboarding through user research, user flows, wireframes, and usability testing, increasing activation by **25%** and reducing onboarding time by **15%**.

- Built a scalable design system for the CubiVue mobile app, including reusable components, design tokens, accessibility compliance, and documentation to improve consistency and handoff efficiency.

- Delivered HTML/CSS implementations for enterprise portals, reducing QA issues by **20%** and improving

cross-browser stability while supporting responsive and accessible design standards.

- Supported SaaS implementations by providing UX documentation, prototyping, and design validation, resulting in a **25%** boost in design accuracy and **10%** faster development.

Ibex Group of Companies | **Apps Design Specialist**   2017 - 2018

- Designed mobile and web interfaces through user research, wireframes, prototypes, and usability testing, raising user satisfaction scores by **20%**.
- Produced detailed wireframes, mockups, and concept documents, reducing approval time by **30%** and ensuring design consistency.
- Collaborated cross-functionally with product managers and engineering teams to deliver cross-platform UX in Agile cycles, incorporating user flows, accessibility standards, and design documentation.

CORE SKILLS

UX & Product Design: Product Design Strategy, User Research, Product Discovery, Information Architecture, Wireframing, Prototyping, Usability Testing, Journey Mapping, Systems Thinking

UI & Interaction Design: Design Systems, Atomic Design, Component Libraries, Accessibility (WCAG), Responsive Design, Data-Dense Dashboards, Real-Time Interfaces, Micro-interactions

Developer Experience (DX): API-First UX, Developer Tooling, Technical Onboarding, Configuration Flows, Error States, Documentation UX, System Feedback

Methods & Process: Agile, Scrum, Design Thinking, User-Centered Design, Cross-Functional Collaboration, Stakeholder Alignment

Design Artifacts: User Personas, User Flows, Journey Maps, Wireframes, High-Fidelity Mockups, Interactive Prototypes, Design Documentation, UX Metrics

Tools & Technologies: Figma, Adobe XD, HTML, CSS, Bootstrap, WordPress, Mixpanel, Microsoft Clarity, GitHub, HubSpot

Domains & Platforms: OSINT, Intelligence Systems, Defense & Security, Web3 Infrastructure, AI-Driven Products, API-Based Platforms, Network Management Systems, SaaS, Enterprise Web Applications, Mobile Applications

CERTIFICATIONS   The Interaction Design Foundation

- Design Thinking: The Beginner's Guide
- Human-Computer Interaction HCI
- UI Design Patterns for Successful Software
- Mobile UX Design
- Information Visualization: Getting Dashboards Right
- Dynamic User Experience: Design and Usability
- The Ultimate Guide to Visual Perception and Design

EDUCATION

- MSc. Project Management | **UET Taxila**   2016
- BS Computer Science | **Iqra University ISB**   2011